

Message Text

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TO SECSTATE WASHDC PRIORITY 5013

UNCLAS SECTION 1 OF 5 THE HAGUE 0231

PASS COMMERCE

E.O. 11652: N/A

TAGS: BEXP, NL

SUBJ: COUNTRY COMMERCIAL PROGRAM, NETHERLANDS, FY 1976

REF: STATE A-9016, DECEMBER 6, 1974

1. FOLLOWING IS THE FY 1976 CCP SUBMISSION FOR NETHERLANDS
AS REQUESTED REPAIR.

SECTION I

OVERVIEW

PRINCIPAL COMMERICAL GOALS ARE: A) ENCOURAGE IMPORTS OF U.S. GOODS AND SERVICES; B) ENCOURAGE DUTCH INVESTMENT IN UNITED STATES; C) ENCOURAGE DUTCH TRAVEL TO UNITED STATES; AND D) MAINTAIN THE PREVAILING SATISFACTORY CLIMATE FOR U.S. INVESTMENT IN HOLLAND. THE NETHERLANDS HAS LONG BEEN AN OUTWARD LOOKING NATION AND STRONG SUPPORTER OF FREE TRADE. WE EXPECT THIS ATTITUDE TO CONTINUE TO BENEFIT OUR COMMERCIAL RELATIONS.

THE NETHERLANDS IS IN ALMOST UNIQUE POSITION IN EUROPE OF HAVING STRONG BALANCE OF PAYMENTS SURPLUS, WHICH IS EXPECTED TO BE MAINTAINED THROUGH 1975. EXPANSIONARY FISCAL POLICY THIS YEAR SHOULD ENSURE REAL INCREASES IN CONSUMER SPENDING OF 3.5 PERCENT IN 1975 AND IN BUSINESS INVESTMENT OF 6 PERCENT. REAL GNP EXPECTED TO BE IN 1975 BY 3.5 PERCENT.

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NETHERLANDS CONTINUES TO BE LARGEST CONTRIBUTOR TO U.S. BALANCE

OF PAYMENTS ON TRADE ACCOUNT AND RANKS AS OUR SIXTH LARGEST EXPORT MARKET IN WORLD. TOTAL U.S. EXPORTS TO HOLLAND REACHED \$4 BILLION IN 1974, AN INCREASE OF OVER \$1.5 BILLION FROM 1973. ALTHOUGH EXCHANGE RATES ARE EXPECTED TO CONTINUE TO FAVOR U.S. EXPORTS, IT UNLIKELY OUR 1974 EXPORT GROWTH RATE WILL BE MAINTAINED IN FY 1975 AND OUR MARKET SHARE OF APPROXIMATELY 10.5 PERCENT WILL PROBABLY SLIP A BIT.

SECTION II

SUMMARY OF PROGRAM ACTIVITIES

1. PRODUCT CAMPAIGNS

1.1 COMPUTERS AND COMPUTER RELATED EQUIPMENT

TWO ADS SOLICITATIONS, 1 TOP SOLICITATION, 1 CERP REPORT, PERSONAL CALLS ON DUTCH GOVERNMENT PROCUREMENT OFFICIALS, UPDATING OF COMPUTER IMPORTER AND USER UNIVERSE LIST, AND PROMOTION OF DUTCH ATTENDANCE AT TWO U.S. COMPUTER SHOWS.

EXPECTED RESULTS

REPRESENTATION FOR 10 NTM FIRMS AND INCREASED DUTCH BUYER ATTENDANCE AT U.S. COMPUTER EXHIBITIONS.

1.2 ENVIRONMENTAL CONTROL INSTRUMENTATION AND EQUIPMENT

ONE CATALOG SHOW, ONE AMERICAN BUSINESS DEVELOPMENT DAY AND PROMOTION TWO POLLUTION CONTROL TRADE SHOWS.

EXPECTED RESULTS

ACHIEVE MARKET PENETRATION OF 20 NTM FIRMS.

1.3 FOOD PROCESSING AND PACKAGING EQUIPMENT

TWO GROUP FLIGHTS TO U.S. TRADE SHOWS, ONE AMERICAN BUSINESS DEVELOPMENT DAY.

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EXPECTED RESULTS

INTRODUCTION OF 10 NTM FIRMS.

1.4 ENERGY SYSTEMS

PROMOTION OF TWO ENERGY SYSTEMS TRADE SHOWS IN U.S. AND PTO CAMPAIGN.

EXPECTED RESULTS

ACHIEVE MARKET PENETRATION OF 10 NTM FIRMS.

1.5 BIDS ON MAJOR PROJECTS

MONITORING AND REPORTING ON GOVERNMENT AND INDUSTRY INVESTMENT PLANS.

EXPECTED RESULTS

SUBMISSION OF REPORTS ON 12 MAJOR PROJECTS AND SECURING OF BIDS FROM U.S. COMPANIES ON AT LEAST THREE MAJOR PROJECTS.

1.6 REVERSE DIRECT INVESTMENT

SUPPORT OF U.S. ACTIVITIES AND LOCAL GOVERNMENT REVERSE INVESTMENT ACTIVITIES.

EXPECTED RESULTS

EXPOSE MAJOR POTENTIAL DUTCH REVERSE INVESTORS TO FAVORABLE INVESTMENT CLIMATE.

1.7 REVERSE PORTFOLIO INVESTMENT

CALLS ON 20 DUTCH INSTITUTIONAL INVESTORS, 4 INVESTMENT SEMINARS AND DISTRIBUTION OF ARTICLES ON ATTRACTIVENESS OF U.S. PORTFOLION INVESTMENTS.

EXPECTED RESULTS

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DEVELOP AND SUSTAIN DUTCH INVESTOR CONFIDENCE IN U.S. CAPITAL MARKETS.

1.8 VISIT USA

THREE VISIT USA WORKSHOPS, TRAVEL BY TWO GROUPS OF DUTCH TRAVEL WRITERS TO U.S., PUBLICATION OF TWO OR MORE U.S. TRAVEL ARTICLES IN LOCAL PRESS AND MAINTENANCE OF A STEADY FLOW OF VISIT USA INFORMATION TO DUTCH TOUR OPERATORS.

EXPECTED RESULTS

ACHIEVE TOTAL OF 85,000 DUTCH TRAVELLERS TO USA.

1.9 ATTENDANCE BY DUTCH AT U.S. EXPOSITIONS

PROMOTION OF U.S. TRADE CENTER SHOWS IN EUROPE AND TRADE
FAIRS IN THE U.S.
EXPECTED RESULTS

ATTENDANCE BY REPRESENTATIVES OF 100 DUTCH COMPANIES AT
U.S. TRADE SHOWS IN EUROPE AND BY 50 AT TRADE SHOWS IN U.S.

SECTION III

ECONOMIC/COMMERCIAL SECTION

(1) FSO-2, (1) FSS-6; COMMERCIAL-(1) FSO-2, (1) FSO-5,
(1) FSO-7, (1) FSL-1, (2) FSL-3, (2) FSL-6, (2) FSL-7; ECONOMIC UNIT-
(1) FSO-4, (1) FSO-5, (1) FSS-8, (1) FSL-3, (1) FSL-4; AMSTERDAM-
(1) FSO-4, (1) FSL-1, (1) FSL-3, (1) FSL-6, (1) FSL-7; ROTTERDAM-
(1) FSL-4, (1) FSL-2, (1) FSL-3, (1) FSL-5; AGRICULTURE ATTACHE-
(1) GS-15, (1) GS-13, (1) GS-6, (1) FSL-1, (2) FSL-2,
(1) FSL-5, (-) FSL-6.

FOOTNOTES TO FOREGOING ARE SAME AS IN FY-75 CCP.

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TO SECSTATE WASHDC PRIORITY 5014

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CAMPAIGN WORKSHEET ONE: COMPUTERS AND RELATED EQUIPMENT

CAMPAIGN MANAGER: R.E. JELLEY, AMSTERDAM

CAMPAIGN STATEMENT:

THIS CAMPAIGN SUPPORTS U.S. COMMODITY EXPORTS VALUED AT SOME
\$63 MILLION IN CY 1973. AVAILABLE U.S. EXPORT DATA SHOWS SUCH
EXPORTS RISING IN FIRST HALF OF CY 1974 BY 63 PERCENT COMPARED

WITH SAME PERIOD IN CY 1973. WITH SLACKENING IN ECONOMY THIS RATE OF GROWTH UNDOUBTEDLY HAS SLOWED. HIGH EXPORT VALUE OF COMMODITY GROUP, ENCOURAGING GROWTH RATE AND POSITIVE RESPONSE TO OUR PROMOTIONAL EFFORTS JUSTIFY CONTINUATION OF CAMPAIGN WHICH ALSO CONTRIBUTES TO PRESERVATION OF U.S. MARKET SHARE IN FACE OF SERIOUS COMPETITION FROM PRODUCERS IN EUROPE AND THE NEW UNIDATA MARKETING CONSORTIUM FORMED BY PHILIPS, SIEMENS AND CIL. LONG RANGE GOAL IS PRESERVATION OF EXISTING U.S. MARKET SHARE AND INCREASE IN U.S. EXPORTS TO THE NETHERLANDS BY 10 PERCENT.

CAMPAIGN OBJECTIVES:

ACHIEVE MARKET PENETRATION FOR 10 NTM FIRMS.

ENCOURAGE GON TO CONTINUE NON-DISCRIMINATORY PROCUREMENT OF COMPUTER HARDWARE.

ENCOURAGE DUTCH BUYER ATTENDANCE AT U.S. COMPUTER TRADE EVENTS IN EUROPE AND U.S.

ACTION CALENDER

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BY SEPTEMBER 30

1) REVISE AND UPDATE DUTCH INVERSE LIST OF PROSPECTIVE REPRESENTATIVES AND POTENTIAL END USERS OF U.S. COMPUTER HARDWARE AND SOFTWARE.

2) ADS SOLICITATION-MINICOMPUTERS, MILAN TRADE CENTER, JUNE 1975.

3) BEGIN PROMOTION OF SYSTEMS 75 (OCTOBER 1975, MUNICH) IN COOPERATION WITH TRADE JOURNAL AND/OR ASSOCIATION. MAKE TENTATIVE PLANS FOR CHARTER OR GROUP VISIT TO SHOW. COORDINATE PLANS WITH SHOW'S DMA (3 MONTHS LEAD TIME REQUIRED).

4) PUBLICIZE U.S. EXHIBIT AT SYSTEMS 75 THROUGH APPROPRIATE MEDIA WITH USIS ASSISTANCE.

5) BEGIN PREPARATION OF CERP REPORT 0568 (BUSINESS MACHINES".

6) DO COMBINED SYSTEMS 75 PROMTIONAL AND TOP SOLICITATION MAILING TO INVERSE OF 1500/2000.

7) IDENTIFY U.S. COMPUTER TRADE EVENTS IN EUROPE DURING SECOND HALF OF FY 76 SUITABLE FOR PROMOTION.

BY DECEMBER 31

- 1) MAKE PERSONAL CALLS ON 10-20 KEY BUYERS IN SUPPORT OF SYSTEMS 75.
- 2) MOUNT CHARTER OR GROUP VISIT TO STYSTEMS 75 IF FEASIBLE.
- 3) COMPLETE AND SUBMIT CERP REPORT 0568.
- 4) COMAT 27 ADS SOLICITATION-DATA COMMUNICATIONS EQUIPMENT, PARIS TRADE CENTER, OCTOBER 1975.

BY MARCH 31

- 1) MAKE PERSONAL CALLS IF DEEMED NECESSARY ON KEY GOVERNMENT OFFICIALS RESPONSIBLE FOR COMPUTER PROCUREMENT AND COMPUTER PROCUREMENT POLICY TO ASSURE CONTINUATION OF NON-DISCRIM-UNCLASSIFIED

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INATORY POLICIES IN GOVERNMENT'S LEASING AND PURCHASE OF COMPUTER HARDWARE.

- 2) BEGIN PROMOTION OF DUTCH BUYER ATTENDANCE AT AFIPS ANNUAL NATIONAL COMPUTER CONFERENCE AND EXHIBITION (NCC&E) TO BE HELD MAY/JUNE 1976 IN U.S. MAKET TENTATIVE PLANS FOR FOREIGN BUYERS GROUP VISIT TO SAME SHOW, AND OBTAIN CO-SPONSORSHIP OF TRADE JOURNAL AND/OR ASSOCIATION, IF FEASIBLE. COORDINATE PLANS WITH COMMERCE (4 MONTHS LEAD TIME REQUIRED).

- 3) PUBLICIZE NCC&E THROUGH APPROPRIATE MEDIA WITH USIS ASSISTANCE.

BY JUNE 30

- 1) MAKE PERSONAL CALLS ON 10-20 KEY BUYERS IN SUPPORT OF NCC&E PROMOTION.
- 2) MOUNT FOREIGN BUYERS GROUP TO NCC&E.

CAMPAIGN WORKSHEET TWO: ENVIROMENTAL CONTROL INSTRUMENTATION AND EQUIPMENT.

CAMPAIGN MANAGER: GUIDO FENZI, ROTTERDAM.

CAMPAIGN STATEMENT:

THIS PRODUCT CATEGORY SELECTED BECAUSE OF EXPANSION IN MARKET DEMAND EXPECTED AS DUTCH POLLUTION CONTROL LEGISLATION TAKES EFFECT IN 1970'S. U.S. FIRMS OFTEN HAVE TECHNOLOGICAL LEAD IN THIS FIELD AND DTUCH FIRMS HAVE SHOWN GREAT INTEREST IN AMERICAN ENVIRO-
MENTAL CONTROL PRODUCTS PROMOTED AT U.S. TRADE CENTER SHOWS.

CAMPAIGN OBJECTIVE:

ACHIEVE MARKET PENETRATION FOR 20 NTM'S.

ACTION CALENDER

BY SEPTEMBER 30

1) IDENTIFY DUTCH LEGISLATION AND PROPOSED LEGISLATION IN THIS FIELD AND EVALUATE ITS PROBABLE IMPACT. CONDUCT POLLUTION CONTROL EQUIPMENT AND INSTRUMENTATION CATALOG SHOW AT AQUATECH 75, SEPTEMBER 1975, AMSTERDAM.
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BY DECEMBER 31

1) SOLICIT CATALOGS FROM U.S. FIRMS AND CONDUCT AMERICAN BUSINESS DEVELOPMENT DAT AT MACHEVO-MILIEU 1975 TRADE SHOW, UTRECHT, OCTOBER 1975.

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BY JUNE 30

1) ORGANIZE GROUP FLIGHT TO U.S. FOR ANNUAL POLLUTION ENGINEERING AND EQUIPMENT EXPOSITION, MAY 1976 OR ANNUAL MEETING OF AIR POLLUTION CONTROL ASSOCIATION, JUNE 1976

CAMPAIGN WORKSHEET THREE: FOOD PROCESSING AND PACKAGING EQUIPMENT.

CAMPAIGN MANAGER: GUIDO FENZI, ROTTERDAM

CAMPAIGN STATEMENT:

FOOD PROCESSING IS A MAJOR DUTCH INDUSTRY WITH SALES (INCLUDING EXPORTS) EXCEEDING \$2 BILLION. THERE IS GROWING INTEREST IN AMERICAN TECHNOLOGY IN THIS FIELD AND GOOD SCOPE FOR EXPANDING U.S. EXPORTS OF FPP EQUIPMENT TO NETHERLANDS.

CAMPAIGN OBJECTIVE:

ACHIEVE MARKET PENETRATION FOR 20 NTM FIRMS.
ACTION CALENDAR

BY SEPTEMBER 30

1) ORGANIZE GROUP FLIGHT TO FPP EXHIBIT AT LONDON TRADE CENTER, SEPTEMBER 1975.

BY SEPTEMBER 31

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1) SOLICIT CATALOGS FROM U.S. FIRMS AND CONDUCT AMERICAN BUSINESS DEVELOPMENT DAY AT MACHEVO-MILIEU 1975, UTRECHT, OCTOBER 1975.

BY MARCH 31

1) COMPLETE GROUP FLIGHT TO NATIONAL EXPOSITION FOR FOOD PROCESSORS, SAN FRANCISCO, JANUARY 18-21 1976.

BY JUNE 30

1) SUBMIT 10 PTO'S.

CAMPAIGN WORKSHEET FOUR: ENERGY SYSTEMS

CAMPAIGN MANAGER: JOHN S. BRIMS, THE HAGUE

CAMPAIGN STATEMENT:

SUBSTANTIAL DUTCH CAPITAL INVESTMENTS PLANNED FOR FY 76 OFFER SALES OPPORTUNITIES FOR U.S. INDUSTRY IN FIELD OF ENERGY SYSTEMS. PUBLIC UTILITY COMPANIES, FOR EXAMPLE, ARE EXPECTED INCREASE EXPENDITURE BY 34 PERCENT FROM CY 74 TO CY 75, BRINGING TOTAL TO \$1.1 BILLION. DURING SAME PERIOD, CHEMICAL INDUSTRY HAS BUDGETED AT 57 PERCENT RISE IN INVESTMENTS, FOR SUM OF \$760 MILLION. BEHIND MUCH OF THIS ACTIVITY IS EXPLOITATION OF GAS AND PETROLEUM RESERVES IN THE NORTH SEA, PLANNED BUILDING (SUBJECT TO PARLIAMENTARY APPROVAL) OF THREE 1,000 MW NUCLEAR POWER PLANTS, AND HEAVY INVESTMENTS BY DUTCH STATE MINES IN NEW CHEMICAL COMPLEX AS WELL AS IN EXPANDED FERTILIZER AND PLASTICS

PLANTS.

LONG RANGE GOAL IS TO INCREASE U.S. EXPORTS OF ENERGY SYSTEMS TO DUTCH END USERS AND ESTABLISH FIRM SUPPLIER RELATIONSHIPS WITH COMPANIES THAT IN NEXT DECADE WILL BE PROVIDING DESIGN AND CONSTRUCTION SERVICES FOR OPEC COUNTRIES.

CAMPAIGN OBJECTIVE

ACHIEVE MARKET PENETRATION BY 10 NTM'S.

ACTION CALENDER
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BY SEPTEMBER 30

-) CONDUCT PTO CAMPAIGN

BY DECEMBER 31

1) PROMOTE INTERNATIONAL ENGINEERING EXPO AND CONGRESS,
CHICAGO, NOVEMBER 3-6, 1975.

BY MARCH 31

1) CONTINUE PTO SOLICITATION

BY JUNE 30

1) SUPPORT USDOC PAVILION AT PETROTECH 76, APRIL 6-9, 1976,
AMSTERDAM.

2) PROMOTE INTERNATIONAL PETROLEUM EXPOSITION, TULSA, OKLAHOME,
MAY 16-22, 1976.

CAMPAIGN WORKSHEET FIVE: MAJOR PROJECTS

CAMPAIGN MANAGER: RALPH GRIFFIN, THE HAGUE

CAMPAIGN STATEMENT:

TO FIGHT RISING UNEMPLOYMENT AND SAGGING DEMAND, DUTCH GOVERNMENT IS PURSUING EXPANSIONARY FISCAL POLICY IN 1975. THIS SHOULD ENSURE 6 PERCENT RISE IN BUSINESS INVESTMENT AND 25 PERCENT RISE IN GOVERNMENT SPENDING, GENERATING INVESTMENT TRENDS THAT SHOULD PROVIDE EXCELLENT OPPORTUNITIES FOR SALES OF U.S. GOOD AND SERVICES.

EXPERIENCE HERE HAS SHOWN THAT BEST AREAS FOR EMBASSY EFFORT IN THIS PROGRAM INCLUDE INVESTMENT PROJECTS BY SMALL TO MEDIUM

SIZED FIRMS NOT LIKELY TO BE FAMILIAR WITH U.S. SUPPLIERS,
PUBLIC WORKS IN WHICH THERE IS REQUIREMENT FOR SERVICES OR
EQUIPMENT NOT AVAILABLE LOCALLY, BIDS FOR EQUIPMENT NOT MANUFACTURED
BY DUTCH INDUSTRY, AND ENGINEERING SERVICES WHICH LOCAL SUBSIDIARIES OF U.S. ENGINEERING FIRMS DO NOT OFFER.
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CAMPAIGN OBJECTIVES:

SUBMIT REPORTS ON 12 MAJOR PROJECTS.
SECURE FIRM U.S. COMPANY BIDS ON AT LEAST THREE MAJOR PROJECTS.

ACTION CALENDER

BY SEPTEMBER 30 AND SUBSEQUENT QUARTERS

- 1) REPORT DEVELOPMENTS IN PROPOSED THREE 100 MW NUCLEAR POWER PLANTS.
- 2) MONITOR AND REPORT ON ANY DEVELOPMENTS ON THE PROPOSED SECOND INTERNATIONAL AIRPORT.
- 3) REPORT ON ADDITIONAL MAJOR PROJECTS AS APPROPRIATE.

BY DECEMBER 30

- 1) REPORT ON POSSIBLE OPPORTUNITIES FOR SALES OR LICENSING OF SOPHISTICATED U.S. GROUND TRANSPORTATION EQUIPMENT, IN PARTICULAR DEVELOP CONTACTS WITH TRANSRAPID INTERNATIONAL IN EINDHOVEN.

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BY MARCH 31

1) CONTACT MAJOR DUTCH SHIPBUILDING FIRMS TO EXPLORE POSSIBILITY OF GETTING MORE U.S. EQUIPMENT INTO SHIPS BUILT IN HOLLAND.

BY JUNE 30

1) CONTACT DUTCH GOVERNMENT TO IDENTIFY SOURCES OF DUTCH GOVERNMENT TENDERS IN AREAS OF CONSTRUCTION AND THE PURCHASE OF MACHINERY AND SOPHISTICATED EQUIPMENT.

2) DEVELOP CLOSER CONTACTS WITH DUTCH SUBSIDIARIES OF U.S. ENGINEERING FIRMS TO ENSURE THAT THEIR PURCHASING DEPARTMENTS ARE ADEQUATELY INFORMED ABOUT U.S. SUPPLIERS.

CAMPAIGN WORKSHEET SIX: REVERSE DIRECT INVESTMENT

CAMPAIGN MANAGER: GARY D. DEVIGHT, THE HAGUE

CAMPAIGN STATEMENT:

NEW DIRECT INVESTMENT IN THE U.S. STIMULATES EMPLOYMENT, AIDS U.S. BALANCE OF PAYMENTS AND OFTEN REDUCES THE NEED FOR IMPORTS. CAMPAIGN WILL SEEK TO STIMULATE NEW DIRECT DUTCH INVESTMENT IN U.S. BY SUPPORTING U.S. STATE AND LOCAL GOVERNMENT PROGRAMS AND OTHER APPROPRIATE AREAS.

CAMPAIGN OBJECTIVE

BRING ADVANTAGES OF PRODUCING IN THE U.S. TO THE ATTENTION OF UNCLASSIFIED

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POTENTIAL DUTCH INVESTORS.

ACTION CALENDER

BY SEPTEMBER 30

1) IN COOPERATION WITH THE HAGUE USIS, IDENTIFY AND CONTACT THREE INFLUENTIAL FINANCIAL EDITORS/WRITERS TO PROMOTE PUBLICATION OF INVESTMENT ARTICLES.

2) CONTACT THE FIFTEEN STATE OFFICES IN EUROPE AND INFORM THEM OF PUBLICATION DISTRIBUTION PROGRAM FOR THIS CAMPAIGN.

3) PUBLISH ONE INVESTMENT ARTICLE IN EMBASSY COMMERCIAL NEWSLETTER.

BY DECEMBER 31

1) CONTACT ADDITIONAL INFLUENTIAL FINANCIAL EDITORS/WRITERS TO PROMOTE INVESTMENT ARTICLES.

2) ADDITIONAL INVESTMENT ARTICLE IN COMMERCIAL NEWSLETTER.

3) CONTACT U.S. BANK REPS IN NETHERLANDS, SOLICITING THEIR FURTHER COOPERATION IN PROMOTING REVERSE DIRECT INVESTMENT.

4) CONTACT TWELVE STATE DEVELOPMENT AGENCIES NOT REPRESENTED IN EUROPE CONCERNING PUBLICATION DISTRIBUTION PROGRAM.

5) ADD THREE DUTCH COMPANIES TO TARGET LIST OF PROSPECTIVE INVESTORS.

BY MARCH 31

1) ARTICLES IN EMBASSY COMMERCIAL NEWSLETTER.

2) CONTACT AN ADDITIONAL TWELVE STATE DEVELOPMENT AGENCIES IN U.S. FOR THEIR PARTICIPATION IN PUBLICATIONS DISTRIBUTION PROGRAM.

BY JUNE 30

1) INVESTMENT ARTICLE IN EMBASSY COMMERCIAL NEWSLETTER.

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2) COMPLETE CONTACT WITH STATE DEVELOPMENT AGENCIES IN U.S.

3) IDENTIFY THREE NEW PROSPECTIVE INVESTORS.

CAMPAIGN WORKSHEET SEVEN: REVERSE PORTFOLIO INVESTMENT

CAMPAIGN MANAGER: RAFAEL L. MARIN, THE HAGUE

CAMPAIGN STATEMENT:

STIMULATE DUTCH PORTFOLIO INVESTMENT IN THE U.S., THEREBY GENERATING FLOW OF CAPITAL TO U.S. TARGETS OF THIS CAMPAIGN ARE MAJOR INSTITUTIONAL INVESTORS, E.G., INVESTMENT BANKERS, MUTUAL FUNDS, PENSION FUNDS, AND COMMERCIAL BANK TRUST DEPARTMENTS. KEY INDIVIDUALS HAVE BEEN IDENTIFIED IN THESE AREAS AND MOST CONTACTED FOR INFORMAL DISCUSSION OF THE AMERICAN SECURITIES MARKET.

CAMPAIGN OBJECTIVE

DEVELOP AND SUSTAIN DUTCH INVESTOR CONFIDENCE IN U.S.

CAPITAL MARKETS.

ACTION CALENDER

IN EACH CALENDER QUARTER

- 1) CALL ON AT LEAST 5 IMPORTANT DUTCH INSTITUTIONAL INVESTORS.
- 2) ARRANGE AT LEAST ONE SEMINAR BETWEEN VISITING AMERICAN EXECUTIVES OR FINANCIAL ANALYSTS/MANAGERS AND DUTCH INSTITUTIONAL INVESTORS (SUBJECT TO AVAILABILITY OF SUITABLE VISITOR).

THROUGHOUT CAMPAIGN

WHEN AVAILABLE, DISTRIBUTE SUITABLE ARTICLES ON INVESTING IN U.S. SECURITIES TO KEY INDIVIDUALS, INSTITUTIONAL MANAGERS, FINANCIAL WRITERS, EDITORS ETC.

CAMPAIGN WORKSHEET EIGHT: VISIT USA

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CAMPAIGN MANAGER: GARY D. DEVIGHT, THE HAGUE

CAMPAIGN STATEMENT:

CAMPAIGN SELECTED BECAUSE OF PROMISE TOURIST PROMOTION OFFERS FOR INCREASED BALANCE OF PAYMENTS EARNINGS AND FOR EXPANDING DOMESTIC EMPLOYMENT IN THIS HIGHLY LABOR INTENSIVE INDUSTRY.

CAMPAIGN OBJECTIVES

ACHIEVE TOTAL OF 85,000 DUTCH TRAVELERS TO THE U.S.

ACTION CALENDER

BY SEPTEMBER 30

- 1) MEET WITH MEMBERS OF THE VISIT AMERICAN FOUNDATION TO PLAN FUTURE "VISIT USA" WORKSHOPS/SEMINARS.
- 2) MEET WITH VISIT AMERICAN FOUNDATION TO DECIDE THEME AND MEMBERSHIP OF TWO TRAVEL WRITERS GROUPS TO TOUR U.S. UNDER CAB WAIVERS.

BY DECEMBER 31

- 1) HOLD TWO "VISIT USA" WORKSHOPS/SEMINARS FOR SALES PERSONNEL AT DUTCH TRAVEL AGENCIES.
- 2) SEND FIRST GROUP OF TRAVEL WRITERS TO U.S.

3) ESTABLISH PUBLICATION DISTRIBUTION SERVICE TO PROVIDE DUTCH TOUR OPERATORS WITH STEADY FLOW OF VISIT USA TRADE JOURNALS AND OTHER TOURIST INDUSTRY LITERATURE.

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4) OBTAIN PUBLICATION OF ONE ARTICLE ON TOURIST TRAVEL TO THE U.S.

BY MARCH 31

1) HOLD ONE ADDITIONAL "VISIT USA" WORKSHOP.

2) SEND SECOND GROUP OF TRAVEL WRITERS TO U.S.

3) OBTAIN PUBLICATION OF THREE ARTICLES ON TOURIST TRAVEL TO THE U.S.

BY JUNE 30

1) SURVEY DUTCH TOUR OPERATORS RECEIVING PUBLICATIONS UNDER DISTRIBUTION PROGRAM TO DETERMINE USEFULNESS OF PROGRAM.

CAMPAIGN WORKSHEET NINE: ATTENDANCE BY DUTCH AT U.S. TRADE EXPOSITIONS.

CAMPAIGN MANAGER: RALPH GRIFFIN THE HAGUE

CAMPAIGN STATEMENT:

THIS CAMPAIGN SUPPORTS TWO KEY DEPARTMENT OF COMMERCE PROGRAMS, FOREIGN BUYERS GROUP TO THE U.S., AND U.S. TRADE CENTERS. DUTCH ARE AMONG EUROPE'S LEADING TRADERS AND TAKE GREAT INTEREST IN FOREIGN TRADE SHOWS AND NEW PRODUCTS. CAMPAIGN WOULD CONTINUE

EMBASSYS SUCCESSFUL PROGRAM IN BRINGING DUTCH IMPORTERS TO
U.S. EXPORTERS VIA TRADE SHOWS.

CAMPAIGN OBJECTIVES:
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ACHIEVE ATTENDANCE BY REPRESENTATIVES OF 100 DUTCH COMPANIES
AT U.S. TRADE CENTERS IN EUROPE.

ACHIEVE ATTENDANCE BY REPRESENTATIVES OF 50 DUTCH COMPANIES AT
TRADE EXPOSITIONS IN THE UNITED STATES.

ACTION CALENDER

IN EACH CALENDER QUARTER

PROMOTE ATTENDANCE BY DUTCH BUYERS AT A MINIMUM OF 5 EXHIBITIONS
AT U.S. TRADE CENTERS IN EUROPE AND 2 EXHIBITIONS IN THE
U.S. BY MAIL-OUTS OF BROCHURES AND MATERIAL TO SPECIFIC TARGET
GROUPS, ORGANIZATION OF GROUP FLIGHTS AND PUBLICITY IN APPROPRIATE
INDUSTRY PRESS.

APPENDIX

ADMINISTRATIVE DITECTION

1. EMBASSY ACTION GROUP

EMBASSY ACTION GROUP FOR FY 1976 CCP PROGRAM CONSISTS OF FOLLOWING
OR THEIR DESIGNEES:

-AMBASSADOR AND/OR DCM

-COUNSELOR FOR E/C AFFAIRS

-COMMERCIAL COUNSELOR

-PUBLIC AFFAIRS COUNSELOR

-CONSUL GENERALS AT AMSTERDAM AND ROTTERDAM.

2. WASHINGTON ACTION GROUPS (WAG)

FOR COMPLETION IN WASHINGTON.

3. MEETINGS
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-EAG WILL MEET ON THE FOURTH WORKING DAY AFTER CLOSE OF EACH
QUARTER OF FISCAL YEAR.

4. REPORTING

QUARTERLY PROGRESS REPORT TO BE SUBMITTED ON OCTOBER 13,
JANUARY 13, APRIL 13 AND JULY 16.

5. GENERAL GUIDANCE

THE CCP MAY BE AMENDED WHENEVER CHANGES SEEM WARRANTED.
GOULD

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 17 JAN 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975THEHA00231
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750018-1085
From: THE HAGUE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750140/aaaabjoh.tel
Line Count: 833
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 16
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 STATE A-9016, 75 DECEMBER 6, 75 1974
Review Action: RELEASED, APPROVED
Review Authority: MorefiRH
Review Comment: n/a
Review Content Flags:
Review Date: 08 MAY 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <08 MAY 2003 by SilvaL0>; APPROVED <25 Nov 2003 by MorefiRH>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: COUNTRY COMMERCIAL PROGRAM, NETHERLANDS, FY 1976
TAGS: BEXP, NL
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006